5

- 1. A process for optimizing the effectiveness of a web site having a test web page with a predetermined uniform resource location (URL) and one or more linked web pages, the process comprising the steps of:
  - (a) creating one or more alternate web pages;
  - (b) configuring said alternate web pages in effective parallel paths with the test web page;
  - (c) distributing requests to said test web page and said one or more alternate web pages according to a predetermined distribution function;
  - (d) counting the visits to said one or more linked web pages by way of said test web page and said one or more alternate web pages; and
  - (e) replacing said test web page with said alternate page 15 with the largest number of visits to said one or more linked pages.
- 2. The process as recited in claim 1, wherein said predetermined distribution function is a sequential function.
- termined distribution function is a random function.
- 4. The process as recited in claim 1, wherein step (c) comprises the steps of:
  - (a) receiving requests for the URL for said test web page;

- (b) redirecting said requests to the alternate web pages in accordance with a predetermined distribution function.
- 5. The process as recited in claim 1, further including the step:
  - (f) repeating steps (a)-(e).
- 6. A process for directing requests for a test web page having a predetermined universal resource location (URL) comprising the steps of:
- (a) providing one or more alternate web pages;
- (b) configuring said alternate web pages in parallel paths with said test web page;
- (c) distributing requests to said test web page and said alternate pages according to a predetermined distribution function wherein said requests are distributed by redirecting requests from said test web page to the alternate web pages in accordance with a predetermined distribution function.
- 7. The process as recited in claim 6, wherein said prede-3. The process as recited in claim 1, wherein said prede- 20 termined distribution function is a random function.
  - 8. The process as recited in claim 6, wherein said predetermined distribution function is a sequential function.